

Last Received: 08/16/2012 2:41 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	().HORSFORD FOR CONGRE
Product	HORSFORD 4 CONGRESS
Estimate#	1609
Buyer	JESSE DEMASTRIE
Phone#	
Fax#	

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1609
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A		:30	\$90.00	09/18-09/21	2	1	2	\$180.00	
		Buyline Comment: NEWS										
	2	TU-F	6A-7A		:30	\$175.00	09/18-09/21	2	1	2	\$350.00	
		Buyline Comment: NEWS										
	3	M	6A-7A		:30	\$175.00	09/24-09/24	1	1	1	\$175.00	
		Buyline Comment: NEWS										
	4	TU-F	7A-9A		:30	\$200.00	09/18-09/21	2	1	2	\$400.00	
		Buyline Comment: TODAY SHOW										
	5	M	7A-9A		:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
		Buyline Comment: TODAY SHOW										
	6	SU	8A-9A		:30	\$1,300.00	09/23-09/23	1	1	1	\$1,300.00	
		Buyline Comment: MEET THE PRESS										
	7	TU-F	9A-10A		:30	\$95.00	09/18-09/21	2	1	2	\$190.00	
		Buyline Comment: TODAY SHOW II										
	8	TU-F	11A-12P		:30	\$80.00	09/18-09/21	2	1	2	\$160.00	
		Buyline Comment: RACHEL RAY										
	9	TU-F	12P-1230P		:30	\$125.00	09/18-09/21	2	1	2	\$250.00	
		Buyline Comment: NEWS										
	10	TU-F	1230P-1P		:30	\$100.00	09/18-09/21	2	1	2	\$200.00	
		Buyline Comment: AGENDA										

Rep Order#	6842090	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

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	11	TU-F	3P-4P		:30	\$150.00	09/18-09/21	1	1	1	\$150.00	
		Buyline Comment: DR. PHIL										
	12	M	4P-430P		:30	\$145.00	09/24-09/24	1	1	1	\$145.00	
		Buyline Comment: NEWS										
	13	M	430P-5P		:30	\$175.00	09/24-09/24	1	1	1	\$175.00	
		Buyline Comment: NEWS										
	14	TU-F	5P-630P		:30	\$250.00	09/18-09/21	2	1	2	\$500.00	
		Buyline Comment: NEWS										
	15	M	5P-630P		:30	\$250.00	09/24-09/24	1	1	1	\$250.00	
		Buyline Comment: NEWS										
	16	TU-F	630P-7P		:30	\$230.00	09/18-09/21	2	1	2	\$460.00	
		Buyline Comment: JEOPARDY										
	17	TU-F	7P-730P		:30	\$230.00	09/18-09/21	1	1	1	\$230.00	
		Buyline Comment: WHEEL										
	18	M	7P-730P		:30	\$230.00	09/24-09/24	1	1	1	\$230.00	
		Buyline Comment: WHEEL										
	19	TU-F	730P-8P		:30	\$125.00	09/18-09/21	2	1	2	\$250.00	
		Buyline Comment: FACE TO FACE										
	20	SA	730P-8P		:30	\$100.00	09/22-09/22	1	1	1	\$100.00	
		Buyline Comment: VEGAS INC										
	21	TU-F	11P-1135P		:30	\$255.00	09/18-09/21	2	1	2	\$510.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.

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Hiatus Weeks

Rep Firm

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	22	TU-F	1135P-1235A		:30	\$110.00	09/18-09/21	1	1	1	\$110.00	
		Buyline Comment: TONIGHT SHOW										
	23	M	1135P-1235A		:30	\$110.00	09/24-09/24	1	1	1	\$110.00	
		Buyline Comment: TONIGHT SHOW										
	24	TU-F	10A-11A		:30	\$80.00	09/18-09/21	1	1	1	\$80.00	
		Buyline Comment: TODAY SHOW III										

---REPORT TOTALS---

Report Totals: 35 / \$6,705.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$6,705.00

Sales Totals: 35 / \$6,705.00

Station Totals: 35 / \$6,705.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,629	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	31%
		KTNV	16%	KTUD	1%	KVCW	4%	KVMY	4%	KVVU	18%
		XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

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--- CREDIT RISK ---

CASH IN ADVANCE